



ProRodeoTV to Livestream Canadian Finals Rodeo

COLORADO SPRINGS, Colo. – The PRCA is pleased to announce that it is partnering with the Canadian Professional Rodeo Association and Northlands Coliseum to offer a livestream broadcast of the 44th Canadian Finals Rodeo on ProRodeoTV.

The Nov. 8-12 CFR will be exclusively broadcasted from Edmonton, Alberta, on ProRodeoTV.com. The broadcast will be available via home computers, laptops, tablets and smartphones.

“We are extremely excited and honored to be the exclusive content provider of the great Canadian Finals Rodeo through our relationship with the CPRA,” said PRCA Chief Operating Officer Aaron Enget. “This is a big opportunity for both of our associations.”

There are six total performances of the CFR, with four night performances beginning at 7:30 p.m. (MT) on Nov. 8-11. There are also 1 p.m. performances on Nov. 11-12, with the latter being the final round of the rodeo.

Watching the CFR livestream is as easy as logging on to www.prorodeotv.com and signing up for a subscription. In addition to CFR coverage, ProRodeoTV offers a variety of premium archived rodeo footage, including videos of past Wrangler National Finals Rodeo performances. ProRodeoTV will livestream more than 20 rodeos during the 2018 season, as well as the 2017 Wrangler National Finals Rodeo presented by Polaris RANGER – live internationally, and on a 12-hour delay domestically.

“The CPRA and our partners at Northlands are excited to bring the CFR live to the internet once again this year,” said Jeff Robson, CPRA spokesman. “With the help of the PRCA, the viewers will get an exceptional product at an affordable price. We hope to grow this partnership and bring the CFR to the masses for the fans who are unable to attend the rodeo. Pay-Per-View live streaming is a great way to broaden our fan base.”

“There is significant demand for the CFR to be available via livestreaming,” CPRA President Terry Cooke added. “We’re happy to work with the PRCA and Edmonton Northlands on this endeavor which will provide another avenue for ProRodeo fans to enjoy our sport.”

ProRodeoTV packages to stream the CFR are \$29.99 (USD), which includes all six performances.

About the PRCA

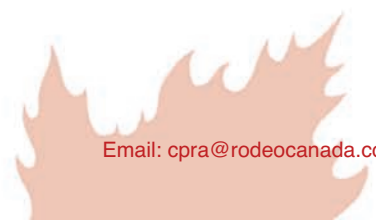
The Professional Rodeo Cowboys Association (PRCA), headquartered in Colorado Springs, Colo., is the largest and oldest rodeo-sanctioning body in the world. The recognized leader in professional rodeo, the PRCA is committed to maintaining the highest standards in the industry in every area, from improving working conditions for contestants and monitoring livestock welfare to boosting entertainment value and promoting sponsors. The PRCA also proudly supports youth rodeo with educational camps and financial assistance to young standouts preparing to enter the professional ranks, as well as supporting allied organizations such as Tough Enough to Wear Pink, Miss Rodeo America, the American Quarter Horse Association and the ProRodeo Hall of Fame.

About the CPRA

The Canadian Professional Rodeo Association (CPRA), with the head office in Airdrie, Alberta, is the sanctioning body for professional rodeo in Canada. In 2017, the CPRA approved 55 events in Canada with a combined total payout of over \$5.3 million. The sport organization is committed to maintaining the highest standards that ensure every CPRA-sanctioned event is managed with fairness and competence, and the livestock used is healthy and well cared for. The CPRA has a strong working relationship with the Professional Rodeo Cowboys

Canadian Professional Rodeo Association

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Association (PRCA) in the United States, and most Canadian rodeos are co-approved for world championship points. World Champions are declared using combined CPRA and PRCA earnings.

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